I am VERY MUCH AGAINST the use of cell phones while airborne. Many of us are tired and would like to sleep; relax; or read and are not interested in listening to someone talk loudly or even softly on their cell phone. Can you imagine being assigned a center seat and having to listen to the passengers on either side of you talk the entire flight on their cell phones? We just are not interested in being sujected to listening to strangers talk on their phones while we are "confined" to our seats,, it is bad enough having to put up with them in the gate area but certainly much worse having to endure listening to them on a long or even short flight!!PLEASE DON'T FORCE that on us! It is only asking for trouble. "Air rage"